

UP govt to organise excise investors' summit tomorrow

TIMES NEWS NETWORK

Lucknow: In a renewed effort to attract more investment in the area of spirits, the excise department, in association with Invest UP, the state's investment promotion and facilitation agency will be holding an excise investors' summit on July 9.

The event aims to boost opportunities, innovation, and collaboration in the sector to create new investment opportunities.

Discussing the vision behind the event, excise commissioner Adarsh Singh said, "Post UP Global Investor Summit, the state recorded investments worth around Rs 10,000 crore either grounded or in progress. The excise investors summit 2025 is set to give momentum to that base and further scale it up."

Singh added that the excise is not just about liquor.

"Liquor is just one of the elements of the comprehensive ecosystem that forms the excise sector. It includes ethanol production, molasses management, and industrial alcohol. UP is the leading contributor

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ADARSH SINGH

Excise Commissioner

to the Govt of India's Ethanol Blending Programme (EBP), accounting for nearly 20% of national power alcohol production. We aim to transform UP from a consumption-heavy state to a leading exporter—both domestically and internationally."

Singh emphasised that the summit will bring together stakeholders across the alcohol and beverage ecosystem, including manufacturers, equipment suppliers, industry bodies, and MSMEs. "We are also seeking feedback on policy tweaks to further ease of doing business," he said.

A major highlight will be the push toward alco-tourism. "Our first winery tour near Malihabad was inaugurated on June 15, and brewery tours are next. We've aligned our excise and tourism policies to facilitate this," he said.